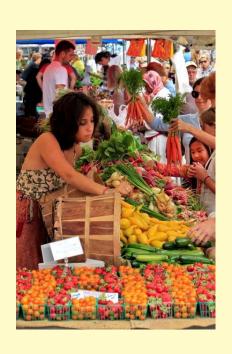
# CERTIFIED FARMERS' MARKET TRAINING



COUNTY OF SAN DIEGO
Department of Agriculture,
Weights and Measures
DIRECT MARKETING PROGRAM

Jen Murphy Inspector

# Certified Farmers' Market (CFM) Defined



A CFM is where producers or certified producers sell agricultural products which they have produced directly to consumers.

#### **INTENT OF CFMs**

Maximize fresh California products to consumers.

- > Benefits growers and consumers.
  - Consumers learn about local agriculture.
  - > Tree and Vine ripened produce.
  - > Exemption from Standardization regulations.



## Standardization Regulations

- All fresh fruits, nuts, and vegetables sold anywhere must comply with Maturity and Quality Standards.
- Exemption at CFM for:
  - > Size
  - > Standard Pack
  - > Container

#### Certified Producer

- Certified Producer Certificate (CPC)
  - > Farming activities verified by Agriculture, Weights and Measures (AWM)
  - > Farmer obtains a CPC for all locations farmed
  - > Can sell at any CFM in California
  - > Exempt from size, standard pack, container
  - ➤ (Not "Certified Organic")

### What products can be certified?

- Only agricultural products:
  - Fresh fruits and vegetables
  - Shell Eggs
  - Nuts and honey
  - Nursery stock
  - Cut flowers

# What are "non-certifiable" agricultural products?

Processed products from agricultural products -

- > Fruit and vegetable juices
- > Jams and jellies
- Pickles and olives

OK to sell in CFM if seller has produced all of the ingredients in product.

# Exceptions allowed in Processed Products:

- Preservatives: sulfites, sugar, salt, vinegar.
- Seasonings: salt or spice.
- Flavoring: smoke, hickory, vanilla extract, nut oil, and soy sauce.
- Food Coloring.
- Pectin.

Examples Not allowed: Pie, Toffee Nuts, Soap.

# More "non-certifiable" agricultural products.

- > Livestock including rabbits and livestock products.
- > Fish and shell fish product from controlled waters in California.
- OK to sell in CFM if seller produced.
- CFM Manager verifies. Not listed on certificate.

#### How do I become certified?

Complete Certified Producer (CP) application.

www.sdcounty.ca.gov/awm/farmers markets.html

- Submit application with fees.
  - \$35 per year.
  - \$5 total to sell in other counties. (optional)
- Commodity Worksheet.

## Review and Inspection

- AWM reviews application:
  - Control of Property: leases, verification of parcel, partnerships, sharecropping agreements.
  - Authorization to sell for other CP
- Schedule and conduct inspection.
  - \$60/hour inspection fee plus travel zone fee.
  - Only commodities in production at time of inspection will be listed.
  - Varieties, seasons, and estimated harvest determined.

### Certificates Issued

#### **NEW AND IMPROVED PROCEDURE:**

#### **AWM**

- Data Entry
- Prints, Signs, Embosses Certificate
- Sends to CP or pick up at AWM offices

#### CP

Signs certificate to validate!

#### Amendments to Certificate?

- Notify AWM.
- Submit application with amendment fee of \$5.
- Possible property inspection fees.
- Return all embossed copies to AWM.
- Violation to use old copies of certificate.

## **CFM Inspections**

Food and Agricultural Code, Section 47020

County Agricultural Commissioner shall inspect every CFM at least once in every six months of operation.

## Self-Inspection Checklists

- ✓ Check yourself each market day for compliance with law.
- ✓ Avoid violations.
- ✓ Avoid Fines.

## Selling at the CFM

- ✓ You may only sell products you produce.
- ✓ All products must be listed on certificate.
- ✓ Certificate must be posted at booth.
- ☑Only Producer, immediate family or valid employees may sell.

# CPs selling for other CPs

✓ CP selling own products.

☑CPs' names cross referenced.

☑CPs' products separated and identified.

#### **Load Lists**

- ✓ Manager collects load lists from each producer at each market day.
- ☑Lists complete with:
  - ✓ Name of producer,
  - **☑** Identity of product as appears on certificate,
  - ☑ Quantity sold at market,
  - ☑ Name and date of market.
- ☑Retain lists for 18 months.

## Organic

Post at market:

✓ Valid Registration with registration number.

✓ Proof of Certification (over \$5,000/yr)

Other claims (i.e. no pesticides) must be true and verifiable.

#### **Avocados**

Shall be Certified for Maturity and Quality. (F & A Code 44971-44973)

- ☑ Official Stamp on each flat, carton, or container, or
- ☑ Maturity Certificate, or

California Department of Food & Agriculture **Avocado Inspection Program** 326 State Place, Escondido, 92029 760-742-4712

# Shell Eggs and Honey at CFM

☑On-site visit to verify birds or hives. (Certified)

#### Register:

✓ Hives in primary county with Agricultural Commissioner.

☑Shell egg producers register with CDFA.

### Eggs

Labeling (on package or placard):

- ✓ Size and grade,
- ✓ Sell by date and pack date,
- ✓ Packer ID number,



# Refrigeration Requirements for Shell Eggs

- ☑Egg refrigeration law (45 degrees or less) applies at production, wholesale, and retail.
  - ☑ CFM's are exempt for 4 days from date of pack.
  - ☑ Non-certified section, no exemption.
- ☑Department of Environmental Health is responsible for enforcement of refrigeration regulations at retail.

# Weights & Measures

#### Scales:

Prepackaged products are labeled with:

- ☑Identity
- **☑**Responsibility
- **✓** Quantity



### Violations and Enforcement

- Issuance of Notice of Violation.
- Civil Administrative Penalty.
  - Minor \$50-\$150
  - Moderate \$151-\$400
  - Serious \$401-\$1,000
  - Suspend participation up to 18 months

\*California Code of Regulations, Article 6.5, Section 1392.4.1

## **Avoiding Violations**

- Use the Self-Inspection Checklist
- Review the Direct Marketing Regulations
- Ask before doing anything "New"

#### More Information

 California Department of Food and Agriculture – CFM Program information, links to laws and regulations:

http://www.cdfa.ca.gov

• AWM – Farmers' Market webpage, application packets, penalty guidelines:

http://www.sdcawm.org

• Contact us: (858) 694-2778